

PERSONAL DIGITAL SHOPPING TROLLEY

ABSTRACT OF THE DISCLOSURE

5 The present invention relates to computer-aided shopping systems. With the help of a customer-associated mobile computing device having an adequate interface to a product data source the customer is enabled to easily gather any relevant product information including technical information about the product or variations of it, he can store the information without any purchase decision necessary to be taken in the shop and he is enabled to retrieve the
10 information including technical information for example at home by exporting the product information via a standard interface onto his personal desktop PC for further analysis or revision. Thus, the advantages of real shopping are combined with the advantages of any kind of virtual shopping.

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